

ONLINE ADVERTISING

Limited number of positions available—ACT NOW!



The ICCFA's Web site, www.iccfa.com, is a hub of knowledge, news, resources and tools for industry members and consumers. ICCFA.com receives more than **44,000** page views and **31,000** unique page views* per month. ICCFA's audience includes a wide array of individuals:

- Funeral home owners and managers
- Cemetery owners and managers
- Combination location owners and managers
- Cremationists
- Funeral directors and embalmers
- Pet loss professionals
- Administrative staff
- Grounds foremen
- Consumers
- Industry suppliers

*A page view is a request to load a single page of an Internet site. A unique page view is the number of individual visitors who have visited an Internet site; each visitor to a site is counted only once no matter how many pages he/she opens.

We offer three sizes for online ads:

- Sidebar (250 pixels wide x 250 pixels high)
- Skyscraper (250 x 500)
- Banner (700 x 100)

Sidebar
200x300

Skyscraper
200x600

Banner
700x125

Sample sizes for illustration purposes only; not to scale

Reserve your ad now at introductory prices! These rates are only valid for the rest of 2010.

	Sidebar 200x300	Skyscraper 200x600	Banner 700x125
	Rotating / Static [^]	Rotating / Static	Rotating / Static
1 month	\$300 / \$400	\$500 / \$750	\$1,000 / \$1,250
3 months	\$600 / \$800	\$800 / \$1,200	\$1,750 / \$2,000
6 months**	\$900 / \$1,200	\$1,100 / \$1,600	\$2,250 / \$3,500

**Ad runs of six months in length and renewals receive a 10% discount. ICCFA Magazine advertisers receive a 10% discount on online ads (excludes classifieds).

[^] Based on availability. The homepage of the site is NOT available.

Rotating: In a rotation with other advertisers. When a page is refreshed, the ads will rotate positions.

Static: Your ad solely on one page and in one position. Static ads will also be included in the rotating ad group for like-size ads on other non-static pages.

Each month you will receive a performance report for your advertisement that will include the number of views your ad had as well as the number of times your ad was clicked on.

Currently we are only accepting online advertising contracts **through December 31**. For a longer run, please contact us later this year. All ads must be paid in advance.

All ads should be a single image (no animation).
Files should be RGB, 72 dpi and in one of the following formats: JPG, GIF, PNG or BMP.



SOCIAL MEDIA MARKETING

NEW!

Each day, the ICCFA posts its **Industry News** feature, along with special alerts and promotional information, on its ICCFA Café page at www.iccfa.com as well as to its Facebook and Twitter accounts.

ICCFA currently has more than 600 Facebook fans and 100 Twitter followers, and we're growing and expanding our social media resources by the day! Here's your chance to take advantage of this social marketing outlet, gain exposure and build your social capital in a smart, inexpensive way.

We're offering you the opportunity to include a headline (with a link) in our daily Industry News postings. For **just \$25** for a one-day listing, your headline will be placed in bold below the list of article headlines with a link to your Web site. For example:



Industry News—05/05/10

[Keep Your Pets Memories with You in Life and Beyond \(U.S.\)](#)

[Pet Cremation Industry Wants Regulation \(U.S.\)](#)

[People are dying to book funerals \(Canada\)](#)

[Cemetery seeks time capsule submissions \(U.S.\)](#)

[Tax shock for pet cemetery \(Canada\)](#)

[YOUR HEADLINE WOULD GO HERE \(U.S.\)](#)

Ads must be received by 4 p.m. EST the day before you wish the headline to run.

Only one "spotlighted" headline will be allowed per day. Headlines will be run on a first-come, first-served basis.

For more information, please contact Rick Platter, Supplier Relations Manager, at 1.800.645.7700 or rickp@iccfa.com.



Online Advertising Agreement

Phone: 1.800.645.7700; 703.391.8400

Fax: 703.391.8416

E-mail: rickp@iccfa.com

www.iccfa.com

Advertiser _____
 Address _____
 City _____ State _____ Zip _____
 Other/additional (addresses outside USA) _____
 Person to contact _____
 Phone () _____ Fax () _____
 E-mail _____
 Web address (to link to): _____
 Name of ad agency _____
 Address _____
 City _____ State _____ Zip _____
 Other/additional (addresses outside USA) _____
 Person to contact _____
 Phone () _____ Fax () _____
 E-mail _____

Length of Insertion (Please circle one)

[NOTE: We are only accepting online advertisements through December 31, 2010 at this time.]

	Sidebar 200x300 <u>Rotating / Static</u>	Skyscraper 200x600 <u>Rotating / Static</u>	Banner 700x125 <u>Rotating / Static</u>	Other agreed upon time period for ad to run or special pricing:
1 month	\$300 / \$400	\$500 / \$750	\$1,000 / \$1,250	_____
3 months	\$600 / \$800	\$800 / \$1,200	\$1,750 / \$2,000	_____
6 months**	\$900 / \$1,200	\$1,100 / \$1,600	\$2,250 / \$3,500	_____

Page requested (if static ad): _____

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- This order form is subject to all of the provisions of the online advertisement rate card in effect on the date of the signature.
- This reservation is NOT complete without a signed authorization and pre-payment

Credit card (check one): Visa Mastercard American Express Discover

Card Number _____ Exp. date _____

Name as it appears on card _____

Security ID (3-digit # on back of card or 4-digit # on front of AmEx card) _____

Billing address for card _____

(required to process)

Signature: _____ Date: _____

Please fax this form to 703.391.8416, ATTENTION: RICK PLATTER